

A group of Kings Camps staff, consisting of young men and women in red and white uniforms, are gathered on a grassy field. In the foreground, a young boy in a black t-shirt with the word "DUDE" on it is smiling and holding a small yellow and blue object. The staff members are smiling and interacting with the child. In the background, there are blue flags with the Kings Camps logo and a residential area with houses and trees under a clear blue sky.

Your Kings Camps Franchise

We exist to
get children active,
having fun and learning
together





Platinum
Trusted
Service
Award



2022 feefo^{co}

TRIED & TESTED MODEL

For three decades, hundreds of thousands of children have attended and loved our Kings Camps programmes. We've made all of the mistakes so you don't have to, ensuring that you benefit from our efficient models of venue acquisition, recruitment, marketing and operation of camp



Youthful

5 *



reputation



KINGS
CAMPS

People centred



Health of Nation



Vision, mission, values



WHY BE A FRANCHISEE?

- ✓ Be 'a someone' in your community
- ✓ Freedom – be your own boss
- ✓ Stand on the shoulders of giants
- ✓ High growth and profit potential
- ✓ Clean commodity
- ✓ Positive environment
- ✓ Learn to be a business operator/owner
- ✓ High level of support and mentoring



Opportunity for growth

The UK has thousands of communities where Kings Camps are not present.

This despite the fact that parents across the UK are increasingly seeking opportunities for their children to be active during the school holidays.



ADDITIONAL DETAIL

OUR PARTNERSHIP

We promise to provide:

1. Manuals to develop and operate your franchise
2. Digital systems to allow you to operate your franchise
3. Comprehensive induction training
4. On-going training and support
5. Guidance with business development
6. Guidance for identifying/engaging customers and clients
7. Regular business reviews and planning sessions
8. Support in forming an annual business plan

You to promise to:

1. Operate using Franchise Manuals and Franchise Agreement
2. Maximise the potential of your franchise and territory
3. Maintain the quality and reputation of our brand
4. Be a supportive employer, embracing the Kings Factor
5. Not do anything that's damages to our brand and reputation

FRANCHISE FEES

ONE-OFF FEE

5 - year Franchise fee **£15,000**

- Sole franchise licence for your territory for 5-years

Set-up costs to equip you to start trading, including:

- Pre-launch planning
- Legal documentation
- Training and initial support
- Booking, recruitment and reporting system set-up
- Marketing
- Equipment and uniforms

This is not a complete list and may be varied

ANNUAL FEES

Management Fee **10%**

Ongoing charge of your generated franchise revenues. This fee provides you with ongoing Central Office support and guidance

Marketing and Systems Fee **5%**

Ongoing charge of your generated franchise revenues. This fee provides you with ongoing National marketing support and activity, plus the digital systems you'll need to operate your Franchise

This is not a complete list and may be varied

YOUR STEPS INTO FRANCHISING

1. We'll get in touch to discuss the information we've sent you
2. Come and meet us in person at our Sheffield offices
3. Review our Kings Camps Franchise Agreement
4. Receive our Kings Camps pre-start Franchise Manual
5. Build a business plan, P&L and financial model
6. Present your business plan for your territory back to us
7. Sign legals
8. Get going with your training and marketing pre-2023 launch!



Speak with us today to arrange an informal call

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